

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

### *Listing of Claims*

Claim 1 (canceled): A method of dynamically displaying advertising comprising: attaching a dynamic display apparatus to a vehicle; storing a plurality of advertising messages; displaying an advertising message via the display apparatus; and advancing advertising messages displayed based upon vehicle motion information.

Claim 2 (canceled): The method of displaying advertising according to claim 1, further comprising displaying advertising messages for a predetermined amount of time based upon the vehicle motion information.

Claim 3 (canceled): The method of displaying advertising according to claim 1, further comprising determining advertising messages to be displayed based upon a geographic location of the vehicle.

Claim 4 (canceled): The method of displaying advertising according to claim 1, further comprising providing the vehicle with a motion sensing device.

Claim 5 (canceled): The method of displaying advertising according to claim 4, further comprising receiving vehicle motion information from the motion sensing device.

Claim 6 (canceled): A method of dynamically displaying advertising comprising: attaching a dynamic display apparatus to a vehicle; providing the vehicle with a motion sensing device; storing a plurality of advertising messages; receiving vehicle motion information from the motion sensing device;

displaying an advertising message via the display apparatus; and  
advancing advertising messages displayed based upon vehicle motion  
information.

Claim 7 (canceled): The method of displaying advertising according to claim 6,  
further comprising displaying advertising messages for a predetermined amount of time  
based upon the vehicle motion information.

Claim 8 (canceled): The method of displaying advertising according to claim 6,  
further comprising determining advertising messages to be displayed based upon a  
geographic location of the vehicle.

Claim 9 (canceled): A method of dynamically displaying advertising comprising:  
attaching a dynamic display apparatus to a vehicle;  
storing a plurality of advertising messages;  
displaying an advertising message via the display apparatus;  
displaying another advertising message via the display apparatus based upon a  
motion of the vehicle; and  
creating a log storing advertising information.

Claim 10 (canceled): The method of displaying advertising according to claim 9,  
further comprising determining a billing amount to charge an advertiser based upon  
advertising information stored in the log.

Claim 11 (canceled): The method of displaying advertising according to claim 9,  
further comprising programming a programmable logic unit to change displayed  
advertising messages after a predetermined period of time when the vehicle is  
stationary.

Claim 12 (canceled): The method of displaying advertising according to claim 9,  
further comprising programming a programmable logic unit to continuously display a  
selected advertising message when the vehicle is moving.

Claim 13 (canceled): The method of displaying advertising according to claim 9, further comprising programming a programmable logic unit capable of retrieving demographic data correlated with a current location and to display a selected advertising message appropriate to the demographics when the vehicle is located in a specific geographic location.

Claim 14 (canceled): The method of displaying advertising according to claim 9, wherein the display of advertising information is logged to track at least one of the following: the advertising message being displayed, the location of the vehicle when each advertising message is displayed, a geographic location that each advertising message is displayed, and a cumulative duration that each advertising message is displayed.

Claim 15 (canceled): A system for dynamically displaying advertising messages comprising:

- means for dynamically displaying an advertising message attached to a vehicle;
- means for determining an instantaneous motion of the vehicle; and
- means for changing advertising messages being displayed based upon a determined instantaneous motion of the vehicle.

Claim 16 (canceled): The system according to claim 15, further comprising means for changing advertising messages being displayed when the vehicle is stopped.

Claim 17 (canceled): A system for dynamically displaying advertising messages, comprising:

- an advertising display apparatus adapted to display a plurality of advertising messages;
- a protective enclosure, the protective enclosure adapted to operatively support the advertising display apparatus;
- a mounting assembly attached to the protective enclosure, the mounting assembly for mounting the protective enclosure to a vehicle;
- a motion sensing device operatively connected to the vehicle;

wherein the advertising display apparatus changes advertising messages displayed based upon a determination of a predetermined degree of vehicle motion sensed by the motion sensing device.

Claim 18 (canceled): The system for displaying advertising messages according to claim 17, wherein when the vehicle is substantially stationary, advertising messages are changed at predetermined intervals.

Claim 19 (canceled): The system for displaying advertising messages according to claim 17, wherein when the vehicle is determined to be moving at substantially highway velocity, advertising messages are not changed.

Claim 20 (canceled): The system for displaying advertising messages according to claim 17, wherein when the vehicle is determined to be intermittently accelerating or decelerating, advertising messages are changed at predetermined intervals.

Claim 21 (canceled): The system for displaying advertising messages according to claim 17, wherein the motion sensing device is associated with a brake system of the vehicle.

Claim 22 (canceled): The system for displaying advertising messages according to claim 17, wherein the motion sensing device is associated with a drive train of the vehicle.

Claim 23 (canceled): The system for displaying advertising messages according to claim 17, further comprising a programmable logic unit for analyzing and interpreting sensed motion of the vehicle and advancing to a next advertising message display upon sensing predetermined parameters relating to vehicle motion.

Claim 24 (canceled): The system for displaying advertising messages according to claim 17, further comprising GPS unit and a programmable logic unit, the programmable logic unit analyzing and interpreting GPS geographic information of the

vehicle and determining advertising to be displayed associated with the instant location of the vehicle.

Claim 25 (canceled): The system for displaying advertising messages according to claim 17, wherein the system is mounted to a trailer hitch of the vehicle.

Claim 26 (canceled): The system for displaying advertising messages according to claim 17, wherein the system is mounted to a rear door of the vehicle.

Claim 27 (canceled): The system for displaying advertising messages according to claim 17, wherein the system is mounted to a roof of the vehicle.

Claim 28 (original): A method of dynamically displaying advertising comprising:  
attaching a dynamic display apparatus to a vehicle;  
storing a plurality of advertising messages;  
displaying an advertising message via the display apparatus;  
providing the vehicle with a brake light monitoring device;  
monitoring the electrical activity of the vehicles brake lights;  
determining that the vehicle is substantially stationary from monitored brake light electrical activity; and  
advancing advertising messages displayed when the vehicle is determined to be substantially stationary.

Claim 29 (original): The method of displaying advertising according to claim 28, further comprising displaying advertising messages for a predetermined amount of time when the vehicle is determined to be substantially stationary.

Claim 30 (original): The method of displaying advertising according to claim 28, further comprising determining a billing amount to charge an advertiser based upon advertising information stored in the log.

Claim 31 (original): The method of displaying advertising according to claim 28, further comprising programming a programmable logic unit to change displayed advertising messages after a predetermined period of time when the vehicle is stationary.

Claim 32 (original): The method of displaying advertising according to claim 28, further comprising programming a programmable logic unit to continuously display a selected advertising message when the vehicle is moving.

Claim 33 (original): The method of displaying advertising according to claim 28, further comprising programming a programmable logic unit capable of retrieving demographic data correlated with a current location and to display a selected advertising message appropriate to the demographics when the vehicle is located in a specific geographic location.

Claim 34 (original): The method of displaying advertising according to claim 28, wherein the display of advertising information is logged to track at least one of the following: the advertising message being displayed, the location of the vehicle when each advertising message is displayed, a geographic location that each advertising message is displayed, and a cumulative duration that each advertising message is displayed.

Claim 35 (original): A method of dynamically displaying advertising comprising:  
attaching a dynamic display apparatus to a vehicle;  
storing a plurality of advertising messages;  
displaying an advertising message via the display apparatus;  
providing the vehicle with a brake light timing device;  
monitoring a time that the vehicle brake lights are deployed;  
determining that the vehicle is substantially stationary from monitored brake light deployment time; and  
advancing advertising messages displayed when the brake light deployment time is determined to be longer than a predetermined brake light time.

Claim 36 (original): The method of displaying advertising according to claim 35, further comprising displaying advertising messages for a predetermined amount of time when the brake light deployment time is determined to be longer than a predetermined brake light time.

Claim 37 (original): The method of displaying advertising according to claim 35, further comprising determining a billing amount to charge an advertiser based upon advertising information stored in the log.

Claim 38 (original): The method of displaying advertising according to claim 35, further comprising programming a programmable logic unit to change displayed advertising messages after a predetermined period of time when the vehicle is stationary.

Claim 39 (original): The method of displaying advertising according to claim 35, further comprising programming a programmable logic unit to continuously display a selected advertising message when the vehicle is moving.

Claim 40 (original): The method of displaying advertising according to claim 35, further comprising programming a programmable logic unit capable of retrieving demographic data correlated with a current location and to display a selected advertising message appropriate to the demographics when the vehicle is located in a specific geographic location.

Claim 41 (original): The method of displaying advertising according to claim 35, wherein the display of advertising information is logged to track at least one of the following: the advertising message being displayed, the location of the vehicle when each advertising message is displayed, a geographic location that each advertising message is displayed, and a cumulative duration that each advertising message is displayed.

Claim 42 (withdrawn): A watertight protective enclosure for a dynamic mobile advertising system, comprising:

a front member having a display window;

a rear member hingedly connectable to the front member and including an extended rear portion; and

a removable cover joining the front member and the rear member along a respective top portion of the members to form an interior for housing the advertising system therein.

Claim 43 (withdrawn): The protective enclosure according to claim 42, further comprising a mounting apparatus for mounting the protective enclosure to a vehicle.

Claim 44 (withdrawn): The protective enclosure according to claim 43, wherein the mounting apparatus is adapted to mount the protective enclosure to a trailer hitch of a vehicle.

Claim 45 (withdrawn): The protective enclosure according to claim 43, wherein the mounting apparatus is adapted to encircle the bumper of the vehicle placing the protective enclosure in close proximity to an exterior surface of the vehicle.

Claim 46 (withdrawn): The protective enclosure according to claim 42, wherein the mounting apparatus is adapted to mount the protective enclosure to a rear door of a vehicle.

Claim 47 (withdrawn): The protective enclosure according to claim 46, wherein the mounting apparatus is adapted to hang via hooks over a top portion of the rear door of the vehicle.

Claim 48 (withdrawn): The protective enclosure according to claim 46, wherein the mounting apparatus is adapted to mount the protective enclosure via a complementary mounting assembly to a surface of the rear door or the vehicle.



Claim 49 (withdrawn): The protective enclosure according to claim 46, wherein the mounting apparatus is adapted to hingedly mount the protective enclosure to the rear door of the vehicle.

Claim 50 (withdrawn): The protective enclosure according to claim 43, wherein the mounting apparatus is adapted to slidably mount the protective enclosure to a roof of a vehicle.

Claim 51 (withdrawn): The protective enclosure according to claim 50, wherein the mounting apparatus is adapted to slidably mount a plurality of protective enclosures to the roof of the vehicle.

Claim 52 (withdrawn): The protective enclosure according to claim 42, wherein the display window further comprises a wiping device to remove water and debris from the display window.

Claim 53 (canceled): A method of dynamically transmitting messages comprising:  
displaying a visual message on a visual display apparatus attached to a vehicle;  
the visual message directing viewers to tune viewers' radios to a particular frequency; and  
transmitting an audio message related to the visual message on the particular frequency.

Claim 54 (canceled): The method of transmitting messages according to claim 53, further comprising displaying a different visual message on the visual display apparatus directing viewers to tune to a different particular frequency;  
transmitting a different audio message related to the different visual message on the different particular frequency.

Claim 55 (canceled): The method of transmitting messages according to claim 54, wherein multiple audio messages are simultaneously transmitted on different frequencies while a single visual message is displayed.

Claim 56 (canceled): The method of transmitting messages according to claim 53, further comprising displaying multiple visual messages on multiple display apparatuses and each of the multiple visual messages is associated with an audio message transmitted on a corresponding transmission frequency.

Claim 57 (canceled): The method of transmitting messages according to claim 53, wherein visual message display time is different than audio message transmission time.

Claim 58 (canceled): The method of transmitting messages according to claim 53, wherein visual message display time is substantially identical to audio message transmission time.

Claim 59 (canceled): The method of transmitting messages according to claim 53, wherein the visual message being displayed is in synch with the audio message being transmitted, and initiation of the visual message and the audio message is simultaneous.

Claim 60 (canceled): The method of transmitting messages according to claim 53, wherein when a first visual message being displayed changes to a second visual message being displayed, a first audio message transmitted on a first frequency corresponding to the first visual message continues transmission while a second audio message transmitted on a second frequency corresponding to the second visual message initiates transmission.

Claim 61 (canceled): The method of transmitting messages according to claim 54, further comprising displaying multiple visual messages on multiple display apparatuses and at least one of the visual messages is associated with an audio

message transmitted on a corresponding transmission frequency and at least another visual message directs viewers to tune radios to a corresponding transmission frequency associated with the at least one of the visual messages.

Claim 62 (canceled): The method of transmitting messages according to claim 54, wherein visual messages and associated audio messages are randomly selected from corresponding visual and audio databases without regarding geographic location.

Claim 63 (canceled): The method of transmitting messages according to claim 54, wherein multiple audio messages on multiple transmission frequencies are simultaneously transmitted, and the multiple audio messages being simultaneously transmitted correspond to the current message being displayed and the visual messages most recently displayed.

Claim 64 (canceled): A method of dynamically transmitting messages comprising:

- displaying each of a plurality of visual messages consecutively on a display apparatus attached to a vehicle;

- each visual message directing viewers to tune viewers' radios to a different transmission frequency; and

- transmitting a plurality of audio messages, wherein each audio message is associated with a corresponding visual message and transmitted on a corresponding transmission frequency.

Claim 65 (canceled): The method of transmitting messages according to claim 64, wherein displaying a particular visual message corresponds to initiation of transmission of a corresponding audio message on a corresponding transmission frequency.

Claim 66 (canceled): The method of transmitting messages according to claim 64, wherein multiple audio messages are simultaneously transmitted on different frequencies while a single visual message is displayed.

Claim 67 (canceled): The method of transmitting messages according to claim 64, further comprising displaying multiple visual messages on multiple display apparatuses and each of the multiple visual messages is associated with an audio message transmitted on a corresponding transmission frequency.

Claim 68 (canceled): The method of transmitting messages according to claim 64, wherein visual message display time is different than audio message transmission time.

Claim 69 (canceled): The method of transmitting messages according to claim 64, wherein visual message display time is substantially identical to audio message transmission time.

Claim 70 (canceled): The method of transmitting messages according to claim 64, wherein a visual message being displayed is in synch with the corresponding audio message being transmitted.

Claim 71 (canceled): The method of transmitting messages according to claim 64, wherein when a first visual message being displayed changes to a second visual message being displayed, a first audio message transmitted on a first frequency corresponding to the first visual message continues transmission while a second audio message transmitted on a second frequency corresponding to the second visual message initiates transmission.

Claim 72 (canceled): The method of transmitting messages according to claim 64, further comprising displaying multiple visual messages on multiple display apparatuses and at least one of the visual messages is associated with an audio message transmitted on a corresponding transmission frequency and at least another visual message directs viewers to tune radios to a corresponding transmission frequency associated with the at least one of the visual messages.

Claim 73 (canceled): The method of transmitting messages according to claim 64, wherein multiple audio messages on multiple transmission frequencies are simultaneously transmitted, and the multiple audio messages being simultaneously

transmitted correspond to the current message being displayed and the visual messages most recently displayed.

Claim 74 (canceled): A system for displaying visual messages and transmitting audio messages from a vehicle comprising:

a visual display apparatus mounted on a vehicle, the visual display apparatus displaying a visual message directing viewers to tune viewers' radios to a particular transmission frequency; and

a transmitter operatively connected to the vehicle, the transmitter transmitting an audio message related to the visual message displayed on the visual display apparatus on a frequency suggested by the visual display apparatus.

Claim 75 (canceled): The system according to claim 74, wherein the visual display apparatus is adapted to display a different visual message directing viewers to tune to a different particular frequency based upon a predetermined criteria; and

the transmitter adapted to transmit a different audio message related to the different visual message on the different particular frequency when the visual display is changed.

Claim 76 (canceled): The system according to claim 74, wherein the transmitter transmits multiple audio messages simultaneously on different frequencies while a single visual message is being displayed on the visual display apparatus.

Claim 77 (canceled): The system according to claim 74, further comprising multiple display apparatuses each displaying visual messages and each of the multiple visual messages is associated with an audio message transmitted by the transmitter on a corresponding transmission frequency.

Claim 78 (canceled): The system according to claim 74, wherein the visual message is displayed on the visual display apparatus for a display time that is different than a transmission time that a corresponding audio message is transmitted by the transmitter.

Claim 79 (canceled): The system according to claim 74, wherein the visual message is displayed on the visual display for a display time that is substantially identical to a transmission time that a corresponding audio message is transmitted by the transmitter.

Claim 80 (canceled): The system according to claim 74, wherein the visual message being displayed on the display apparatus is in synch with the audio message being transmitted by the transmitter, and initiation of the visual message and the audio message by the system is simultaneous.

Claim 81 (canceled): The system according to claim 74, wherein when the visual display apparatus changes from displaying a first visual message to displaying a second visual message, the transmitter continues to transmit a first audio message transmitted on a first frequency corresponding to the first visual message and initiates a second audio message transmitted on a second frequency corresponding to the second visual message.

Claim 82 (canceled): The system according to claim 74, further comprising multiple display apparatuses displaying multiple visual messages wherein at least one of the visual messages is associated with an audio message being transmitted by the transmitter on a corresponding transmission frequency and at least another visual message directs viewers to tune radios to a corresponding transmission frequency associated with the at least one of the visual messages displayed on the visual display apparatus.

Claim 83 (canceled): The system according to claim 74, wherein the transmitter transmits multiple audio messages on multiple transmission frequencies simultaneously, and the multiple audio messages being simultaneously transmitted correspond to a current message being displayed on the visual display apparatus and most recently displayed visual messages.

Claim 84 (canceled): A system for displaying visual messages and transmitting audio messages from a vehicle, comprising:

a plurality of visual display means mounted to a vehicle, each of the visual display means displaying a visual message selected from a database containing a plurality of visual messages, the visual messages directing viewers to tune viewers' radios to a plurality of different transmission frequencies; and

a transmitting means for transmitting a plurality of audio messages, each of the audio messages selected from a database comprising a plurality of audio messages, the transmitting means adapted to transmit each audio message on a separate transmission frequency, wherein each audio message is associated with a corresponding visual message and transmitted on a corresponding transmission frequency.

Claim 85 (canceled): A system for conveying information to surrounding traffic from a vehicle, comprising:

a dynamic display apparatus displaying a visual message;

a protective enclosure housing the display apparatus mounted to the vehicle;

determinative means for initiating changing the visual message displayed on the display apparatus to another visual message;

a transmitter for transmitting audio messages associated with visual messages displayed by the display apparatus; and

a mounting assembly for mounting the protective enclosure to the vehicle.